

Is NOW The Time To Buy Your Home?

**Real Estate Market In Turmoil
History Cycle Repeats Itself**



**Home Buyer's
Opportunity To Buy**

**Growing Inventory
The Real Estate Market Slow Down**



**Buyers Have More
Selection Of Homes**

**Home Seller's Changing Attitude
The Price Is Gotta Be Right**



**Homes Priced For Value
Attract Buyers**

**Home Financing
Advantages Of Tax Benefits & Equity**



**Attractive Interest Rates
Lower Monthly Payment**

**Start With A Buying Plan
Choose Your Buyer's Agent
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**Key To Buyer Values
Jack Muratore CBR, GRI
The Buyer's Agent**

**Real Estate Market In
Turmoil
History Cycle Repeats
Itself**

Yes the Real Estate Market is In Turmoil. Everyone knows that this condition exists, not only here in Long Island New York, but also Nationwide.

I just returned from the National Association of Realtors Convention, a well attended Conference of over 30,000 members attending. The present real estate condition is being experienced by homeowners, buyers, lenders, financial institutions, firms doing business related to real estate, the federal, state and local governments, all concerned

how this housing turmoil is going affect the local and national economy. The media, makes this topic a headline, much to talk and write about priority. Each day the media reports on the mortgage crisis, Mortgage Brokers going out of business, homeowners having difficulty in keeping their homes, foreclosures, and the drain on the local and national economy that this is going to have. The federal & state governments are trying to act quickly to create new fix tools and procedures to help resolve this problem. It's good to get the media's attention, since awareness is what is needed, to get the necessary help needed to resolve this crisis.

History cycle repeats itself! Or does it. During the period of 1982- 1987, price of homes

Skyrocketed, we had a boom period in real estate. A slow down started in 1988 and continued until 1993, similar to the conditions we are presently experiencing in the real estate market today. From the year 1993, through 2005, we saw prices again skyrocket, home prices appreciating in the double digits, in years 2001-2005. Then followed by the slow down In the number of home sales, together with the reduction of home prices.

If you want, we can call these periods cycles some called the last cycle, the real estate bubble which was going to bust, and soon after it did in fact bust. This is where we are right now, a devalued investment, home ownership, in a declining market, affecting so many people and businesses, who stand to lose home value, that was gained in this past real estate boom time era, and in many cases find that the mortgage owed is much more the present value of the home.

Home Buyer's Opportunity To Buy

All of this turmoil leads to Opportunity for buyers who want to buy.

- **A buyer needs to get prepared for the home buying journey.**
 - **Determine the necessity of home ownership. Why Buy A Home ?**
 - **Find out how much of a mortgage debt that they wish to carry.**
 - **Determine how much money is available for the down payment.**
 - **The mortgage plus the down payment equals the price of the home to purchase.**
 - **Choose a Real Estate Agent and Learn about NYS Agency Laws.**
 - **Become a worthy buyer by getting a lender's mortgage pre-approval letter.**
 - **Determine locations to consider along with the desired home features.**
 - **With help from your Buyer's Agent, start inspecting homes in the price range & locations which are of interest.**

Growing Inventory

The Real Estate Market Slow Down

Yes! The growing Inventory is a sign of a Real Estate Market slowdown.

- An increase in Unsold home inventory creates buyer hesitation and confusion.**
- Some Factors creating buyer hesitation.**
 - Declining Home Prices, as evidenced in MLS Price Change reports.**
 - Increase of foreclosed homes coming into the market place.**
 - The News Media's negative real estate reporting, tends to add Fire To Fire.**
 - Consumer Confidence Reports, economy reports are not steady, Global wars, increase in National debt, National Election year brings about dissension.**
 - Unstable Mortgage Interest Rates, credit tightening, high foreclosures.**
 - Watching the Price Reductions on home listings leaves buyers wondering.**
 - All of these Buyer hesitations slow down home sales**

Buyers Have More Selection Of Homes

The growing inventory of homes because of the addition of new home listings to the already unsold homes, gives buyers more selection of homes to choose from.

- Buyers like the idea to look around and buy without outside pressures.**
 - The present inventory condition creates a home to sell in about 12 months.**
 - As time goes by, Price of existing homes are being lowered and creating trends.**
 - Comparison buying is what the buyer is looking for before making an offer. The more selection of homes, the more to choose from and take a pick to buy.**

Home Seller's Changing Attitude

The Price Is Gotta Be Right

Home Seller's Attitudes Are Changing.

Sellers who need to sell, know that they must find what it is to get the buyer to buy.

- Some of the selling options which sellers need to pursue.**
 - Weigh the importance of selling their home.**
 - Adjust the home listed price, to be comparable to other similar homes.**
 - To become educated about the real estate environment, new Listings & Closings**
 - Work closely with their Listing real estate agent.**
 - Be prepared to do what it takes to sell the home.**
 - Maintain always, a Positive Attitude.**
 - Keep an Open Mind, falling home prices may fall further.**
 - Work consciously towards making a sale with a worthy interested buyer.**

**Homes Priced For Value
Attract Buyers**

Homes Priced For Value Attract Buyers, that's for sure.

Buyers who have time and more selection of homes to choose from, should shop value.

•The Ways to shop for value.

•Create A Home Buying Plan.

•Choose a Real Estate Agent who has experience and know how. A Buyer's Agent.

•Get to know the marketplace, thru Homes listed and sold on MLS, get educated with the Best Real Estate Buyer's Market in 20 years.

•Community, Neighborhood, Schools, & Location all add to increased Home Value.

•Adjust the value of a home's listed price with upgrades costs, when trying to compare similar homes made to look similar.

•Seek motivated sellers who you think will be flexible in trying to make a sale.

•Seek advise from your agent, the buyer's agent.

•A Home Priced with the following value characteristics will attract buyers!

•A home is well priced when competing with other area similar home listed prices.

•Location, School District, Travel time to work, & Neighborhood.

•Condition, Upgrades, Improvements.

•Seller Motivated who needs to sell, or has lived in the home 5 years or more.

•With help from the buyer's real estate agent, the buyer buys when the price is right.

•The Buyer must be ready to buy! As the saying goes "It is Best to Dig a Well Before You Become Thirsty".

Home Financing

Advantages Of Tax Benefits & Equity

Home Financing is the tool needed for long term easy payment for this investment.

- Buyer needs to know how much of a monthly payment they want to commit to.**
- The loan term, 15 Yr. or 30 Yr. is usually decided by the buyer to fit within the monthly mortgage amount that will best suite their needs.**
- The Buyer is encouraged to shop the best interest rate along with Financing Points.**
- A Buyer gets prepared with a mortgage pre-approval letter from the lender, which supports the amount of a mortgage the buyer will be able to procure. A buyer with this notification of Pre-Approval is now, in the eyes of a seller a “A Worthy Buyer”.**
- Homeownership financing earns Tax Benefits to a Home Buyer, whereas the mortgage interest and real estate taxes are tax deductible items for the home buyer.**
- During this term of the mortgage payback, equity buildup takes place, a source of long term savings buildup until the mortgage is paid off.**
- The home financing benefit makes the home ownership dream a reality and an investment, which earns dividends, which I call home value appreciation. According to National Association Of Realtors, the national average home appreciation for the past 20 years exceeds 5 % per year, so a \$400,000. house over long term will appreciate in value of about \$20,000. per year. Nice to have when the home is sold.**

Attractive Interest Rates
Lower Monthly Payments

Attractive interest rates and terms are very much available.

- Last week a 5.875% interest rate no points was quoted for my buyers for a limited time only.**
- A previous 6.000% rate on a loan of \$325,000. amounted to a \$1949. monthly payment. A reduced 5.875% rate on a loan of \$325,000. amounted to a \$1923. monthly payment. A \$25.00 per month less on a mortgage payment.**
- Some Lenders are offering Paid Closing Costs, and or Lender paid Private Mortgage Insurance (PMI).**
- Some lenders offering Lender Paid Appraisal Fee, and other buyer saving costs.**
- A buyer is encouraged to shop around.**

Start With A Buying Plan
Choose Your Buyer's Agent
Representing The Buyer's Best Interests

Start With A Buying Plan.

- Determine the necessity of home ownership. Why Buy A Home?**
- Consider various Locations where you wish to live, school districts, and the things you desire in your home. Write down the Plan & agree with others involved in this home buying journey. Plan for needs for NOW and for FUTURE needs.**
- Find out how much of a mortgage debt that you wish to carry.**
- Determine how much money is available for the down payment & Closing Costs.**
- Determine how much of a monthly mortgage payment is most affordable to suite your needs for the present and for years ahead until the mortgage is paid off.**
- Become a worthy buyer by getting a lender's mortgage pre-approval letter. Get to know the price range you want to spend for your home.**
- Learn about the NYS Agency Laws. Who are the real estate agents involved in a buying a home and their respective roles as to loyalty to the buyer, seller or broker?**
- Choose A Real Estate Agent who will be your agent "The Buyer's Agent", Representing the Buyers best interests.**
- Use your Real Estate Agent's knowledge, & experience to get the best deal for you**
- Seek home listings, with help from your Buyer Agent, MLS, and other sources, to view homes that come closest to meeting your needs. It is essential to treat the buying a home process, in a slightly detached manner. A Buyer who falls in love with a house usually pays too much.**
- Seek "Motivated" sellers. Know about the seller's reasons for selling, (sometimes expressed by the listed price and subsequent price reductions). The length of time seller has owned the home will sometimes determine price flexibility. Conversely, do not give the seller the impression that you are motivated to buy their home.**
- Make an offer through your agent on a home in writing; first, when the home meets your needs and second, when you feel you can purchase the home at the right price. Ask your agent to prepare a Comparative Market Analysis for you, so it will help you with negotiations that will take place regarding the purchasing of this home.**
- Get the right people behind you and on your side will make a big difference. Your Buyer's Agent can put a team of professionals, including lenders, home inspectors, lawyers, insurance agents, home remodeling, on your side immediately and help you with the Home Buying Journey.**

Key To Buyer Values

Jack Muratore CBR, GRI

The Buyer's Agent

Key To Buyer Values

- **Is Your Buyer's Agent! The Key To Save You Money!**
- **Jack Muratore, Certified Buyer Representative**
- **Representing the Buyer's best interests.**
- **Pricing the homes for the buyer, and offering help with the buying of the right home for the right price. The real estate experience that pays off.**
- **Expressing Real Estate professionalism, knowledge and know how.**

Thank You!

I hope this Presentation was helpful to you.

“ Is NOW The Time To Buy Your Home?”

Presented by:

Jack Muratore, Certified Buyer Representative, CRB, GRI

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